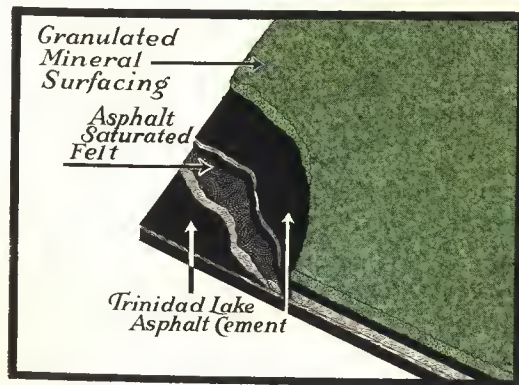


Colorful Roofs with **Genasco** Asphalt Shingles

Color—everywhere and for everything—is the dominant note of modern times! Today the roof too—if it is modern is resplendent with color—so blended as to harmonize with the architecture and color scheme of any home.

Now for the first time you can get a wide variety of distinctive colors in different types of Genasco Asphalt Shingles. Eleven colors in all—Red, Green, Blue-Black, Mix-Tone, Chinese Red, Sea Green, Nut Brown, Blended Buff, Heather Purple, Warm Blend and Cool Blend.



DI-SECTIONAL VIEW OF A GENASCO ASPHALT SHINGLE

Genasco Shingles are made with Trinidad Lake Asphalt Cement



DIGGING TRINIDAD LAKE ASPHALT

Genasco Asphalt Shingles are the only shingles which are waterproofed with Trinidad Lake Asphalt Cement, made from Trinidad Lake Asphalt, nature's own waterproofer.

It is found in its natural state in the famous Trinidad Asphalt Lake, on the Island of Trinidad, British West Indies.

REX ROOFING CO., Inc.
525 Main Street 683 Broad Street
HARTFORD, CONN. BRISTOL, CONN.
Phone: 2-8620 Phone: 1748

7-1493. **S. PURDY**
63 E. Broad St.
PLAINVILLE, CONN.



Colorful Roofs

Genasco

REG. U.S. PAT. OFF.



Latite Shingles

These shingles have a patented invisible "key" which locks them securely together and holds them firmly on the roof.

They are particularly adapted for laying right over old, worn out shingles. Whenever Genasco Latite Shingles are used it is unnecessary to go to the expense of tearing off the old roof—there is no littering of the attic and lawn with dirt and broken shingles.

Genasco Latite Shingles are made in two sizes: 12" x 12" and 16" x 16". They are made of tough, long-fibred, asphalt-saturated rag felt, coated on both sides with Trinidad Lake Asphalt Cement, nature's unequalled waterproofer.

These shingles are beautiful, weatherproof, durable and fire-retardant.

Asphalt Shingles

Hexagon Strip Shingles

The long life and unusual durability of these shingles is due to the use of the highest grade materials—the same materials that are used in the manufacture of other Genasco Roofings and Shingles.



All Genasco Hexagon Strip Shingles are made with a foundation of tough long fibred, asphalt saturated rag felt, coated on both sides with Trinidad Lake Asphalt Cement. These shingles are furnished in the following sizes: 11 $\frac{1}{8}$ " x 36", 12" x 36" and 13" x 36". Then there is the Genasco Extra Heavy Hexagon Strip Shingle 13" x 36"—the heaviest of the group.

Individual and Strip Shingles

Both types are available for the finest homes, bungalows, and other types of buildings. Genasco Individual Shingles measure 9" x 12 $\frac{3}{4}$ ", while the larger individual shingle—the Genasco Extra Heavy Individual Shingle measures 12" x 16".

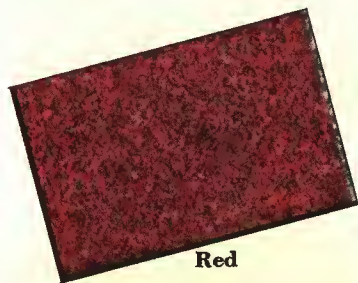
Genasco Individual and Strip Shingles impart that fine touch of beauty which sets the home off to advantage. Like all Genasco Shingles, Genasco Individual and Strip Shingles get their lasting beauty from a granular, non-fading, mineral surfacing which is furnished in many colors.

Genasco Sealbac Strip Shingles are furnished in three sizes: 10" x 36", 12 $\frac{1}{2}$ " x 36" and Genasco Extra Heavy Strip Shingles, 12" x 36".



FOR COLORS AND SIZES OF SHINGLES, SEE INSIDE PAGE.

Eleven Beautiful Colors!



Red



Mix-Tone

ALL GENASCO SHINGLES—Latite, Hexagon, Individual and Strip Shingles are made in many charming colors, especially chosen to blend harmoniously with the architecture of any type of home or other building.

The colors illustrated on this page are permanent because the granular mineral surfacing is non-fading—never requires painting. It also makes the shingles fire-retardant.

Below are listed the various sizes and colors in which Genasco Shingles are obtainable.

Genasco Latite Shingles

These shingles are made in two sizes, 12" x 12" and 16" x 16", in the following colors: Red, Green, Blue-Black, Mix-Tone, Sea Green and Chinese Red.

Genasco Hexagon Strip Shingles

These shingles are made in three sizes and in the colors listed below:

11 $\frac{1}{3}$ " x 36"—Red, Green, Blue-Black, Mix-Tone, Chinese Red, Heather Purple, Blended Buff and Sea Green.

12 $\frac{7}{16}$ " x 36"—Red, Green, Blue-Black and Mix-Tone.

13" x 36"—Red, Green, Blue-Black and Mix-Tone.

Genasco Extra Heavy Hexagon Strip Shingles

These Shingles, which measure 13" x 36" are made in the following colors: Red, Green, Blue-Black, Mix-Tone, Chinese Red, Heather Purple, Blended Buff and Sea Green.

Genasco Sealbac Individual Shingles

These shingles measure 9" x 12 $\frac{3}{4}$ " and are furnished in the following colors:



Blended Buff



Green

Red, Green, Blue-Black and Mix-Tone.

Genasco Sealbac Extra Heavy Individual Shingles

These shingles measure 12" x 16" and are furnished in the following colors: Red, Green, Blue-Black, Mix-Tone, Chinese Red, Heather Purple, Nut Brown, Blended Buff and Sea Green.

Genasco Sealbac Strip Shingles

These shingles are made in two sizes, 10" x 36" and 12½" x 36". Both weights furnished in the following colors: Red, Green, Blue-Black, Mix-Tone, Chinese Red and Sea Green.

Genasco Sealbac Extra Heavy Strip Shingles

These shingles measure 12" x 36" and are furnished in the following colors: Red, Green, Blue-Black, Mix-Tone, Chinese Red, Heather Purple, Nut Brown, Blended Buff, Sea Green, Warm Blend and Cool Blend.

MANUFACTURED BY

THE BARBER ASPHALT COMPANY
PHILADELPHIA



Sea Green



Nut Brown



Heather Purple



Blue-Black

PITTSBURGH

NEW YORK

KANSAS CITY

ST. LOUIS

CHICAGO

SAN FRANCISCO



Warm Blend



Chinese Red



Cool Blend

Genasco Latite Shingles

These shingles are made in two sizes: 18" x 36" and 24" x 36"

Digitized by



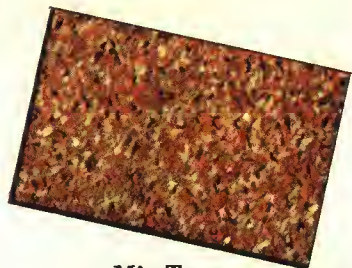
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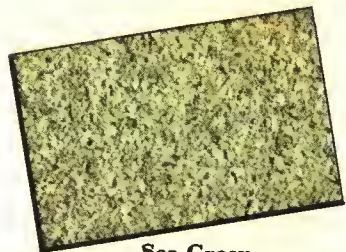
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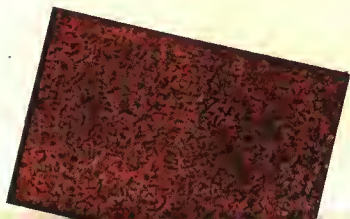
Jablonski Building Conservation
www.jbconservation.com



Mix-Tone



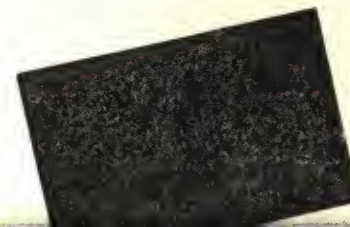
Sea Green



Green



Nut Brown



Blended Buff